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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of: Shawn D. Cartwright

Serial No.: Not Yet Assigned

Group Art Unit: Not Yet Assigned

Filing Date: September 29, 2000

Examiner: Not Yet Assigned

For: SYSTEM AND METHODS FOR OBTAINING ADVANTAGES AND TRANSACTING THE SAME

EXPRESS MAIL LABEL NO: EL531 173 605US
DATE OF DEPOSIT: September 29, 2000

Box ☒ Patent Application
☐ Provisional ☐ Design

Assistant Commissioner for Patents
Washington DC 20231

Sir:

PATENT APPLICATION TRANSMITTAL LETTER

Transmitted herewith for filing, please find

☒ A Utility Patent Application under 37 C.F.R. 1.53(b).

It is a continuing application, as follows:

☐ continuation ☐ divisional ☐ continuation-in-part of prior application number
____/____.

☐ A Provisional Patent Application under 37 C.F.R. 1.53(c).

☐ A Design Patent Application (submitted in duplicate).

Including the following:

09676448 092900

☐ Provisional Application Cover Sheet.

☒ New or Revised Specification, including pages 1 to 26 containing:

☒ Specification

☒ Claims

☒ Abstract

☐ Substitute Specification, including Claims and Abstract.

☐ The present application is a continuation application of Application No. _____ filed _____. The present application includes the Specification of the parent application which has been revised in accordance with the amendments filed in the parent application. Since none of those amendments incorporate new matter into the parent application, the present revised Specification also does not include new matter.

☐ The present application is a continuation application of Application No. _____ filed _____, which in turn is a continuation-in-part of Application No. _____ filed _____. The present application includes the Specification of the parent application which has been revised in accordance with the amendments filed in the parent application. Although the amendments in the parent C-I-P application may have incorporated new matter, since those are the only revisions included in the present application, the present application includes no new matter in relation to the parent application.

☐ A copy of earlier application Serial No. _____ Filed _____, including Specification, Claims and Abstract (pages 1 - @@), to which no new matter has been added TOGETHER WITH a copy of the executed oath or declaration for such earlier application and all drawings and appendices. Such earlier application is hereby incorporated into the present application by reference.

☒ Please enter the following amendment to the Specification under the Cross-Reference to Related Applications section (or create such a section) : "This Application:

☐ is a continuation of ☐ is a divisional of ☒ **claims benefit of U.S. provisional Application Serial No. 60/212,749, filed June 20, 2000, and claims priority to the application incorporated by reference in its entirety.**

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- ☐ Signed Statement attached deleting inventor(s) named in the prior application.
- ☐ A Preliminary Amendment.
- ☒ **Nine Sheets of Figures 1-6** of ☒ Formal ☐ Informal Drawings.
- ☐ Petition to Accept Photographic Drawings.
- ☐ Petition Fee
- ☐ An ☐ Executed ☐ Unexecuted Declaration or Oath and Power of Attorney.
- ☐ An Associate Power of Attorney.
- ☐ An ☐ Executed ☐ Copy of Executed Assignment of the Invention to _____
_____.
☐ A Recordation Form Cover Sheet.
☐ Recordation Fee - \$40.00.
- ☐ The prior application is assigned of record to _____
- ☐ Priority is claimed under 35 U.S.C. § 119 of Patent Application No. _____
filed _____ in _____ (country).
- ☐ A Certified Copy of each of the above applications for which priority is
claimed:
☐ is enclosed.
☐ has been filed in prior application Serial No. _____ filed _____.
- ☐ An ☐ Executed or ☐ Copy of Executed Earlier Statement Claiming Small Entity
Status under 37 C.F.R. 1.9 and 1.27
☐ is enclosed.
☐ has been filed in prior application Serial No. _____ filed _____,
said status is still proper and desired in present case.
- ☐ Diskette Containing DNA/Amino Acid Sequence Information.
- ☐ Statement to Support Submission of DNA/Amino Acid Sequence Information.

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- ☐ The computer readable form in this application _____, is identical with that filed in Application Serial Number _____, filed _____. In accordance with 37 CFR 1.821(e), please use the ☐ first-filed, ☐ last-filed or ☐ only computer readable form filed in that application as the computer readable form for the instant application. It is understood that the Patent and Trademark Office will make the necessary change in application number and filing date for the computer readable form that will be used for the instant application. A paper copy of the Sequence Listing is ☐ included in the originally-filed specification of the instant application, ☐ included in a separately filed preliminary amendment for incorporation into the specification.
- ☒ Information Disclosure Statement.
- ☒ Attached Form 1449.
- ☒ Copies of each of the references listed on the attached Form PTO-1449 are enclosed herewith.
- ☐ A copy of Petition for Extension of Time as filed in the prior case.
- ☐ Appended Material as follows: _____.
- ☒ Return Receipt Postcard (should be specifically itemized).
- ☒ Other as follows: **Petition to Make Application Special under 37 C.F.R. 1.102(d) and M.P.E.P. 708.02(VIII).**

006260" 8749/960

FEE CALCULATION:

- ☐ Cancel in this application original claims _____ of the prior application before calculating the filing fee. (At least one original independent claim must be retained for filing purposes.)

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			SMALL ENTITY		NOT SMALL ENTITY	
			RATE	FEE	RATE	FEE
PROVISIONAL APPLICATION			\$75.00	\$	\$150.00	\$
DESIGN APPLICATION			\$155.00	\$	\$310.00	\$
UTILITY APPLICATIONS BASE FEE			\$345.00	\$	\$690.00	\$690.00
UTILITY APPLICATION; ALL CLAIMS CALCULATED AFTER ENTRY OF ALL AMENDMENTS						
	No. Filed	No. Extra				
TOTAL CLAIMS	43 - 20 =	23	\$9 each	\$	\$18 each	\$414.00
INDEP. CLAIMS	9 - 3 =	06	\$39 each	\$	\$78 each	\$468.00
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM			\$130	\$	\$260	\$
ADDITIONAL FILING FEE - Petition to Make Application Special under 37 C.F.R. 1.102(d) and M.P.E.P. 708.02(VIII)				\$		\$130.00
TOTAL FILING FEE DUE				\$		\$1,702.00

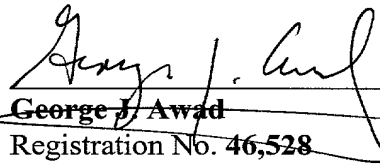
- ☒ A Check is enclosed in the amount of \$1,702.00.
- ☒ The Commissioner is authorized to charge payment of the following fees and to refund any overpayment associated with this communication or during the pendency of this application to deposit account 23-3050. This sheet is provided in duplicate.
- ☐ The foregoing amount due.
- ☒ Any additional filing fees required, including fees for the presentation of extra claims under 37 C.F.R. 1.16.
- ☒ Any additional patent application processing fees under 37 C.F.R. 1.17 or 1.20(d).
- ☐ The issue fee set in 37 C.F.R. 1.18 at the mailing of the Notice of Allowance.

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- ☒ The Commissioner is hereby requested to grant an extension of time for the appropriate length of time, should one be necessary, in connection with this filing or any future filing submitted to the U.S. Patent and Trademark Office in the above-identified application during the pendency of this application. The Commissioner is further authorized to charge any fees related to any such extension of time to deposit account 23-3050. This sheet is provided in duplicate.

SHOULD ANY DEFICIENCIES APPEAR with respect to this application, including deficiencies in payment of fees, missing parts of the application or otherwise, the United States Patent and Trademark Office is respectfully requested to promptly notify the undersigned.

Date: *September 29, 2000*



George J. Awad
Registration No. **46,528**

WOODCOCK WASHBURN KURTZ
MACKIEWICZ & NORRIS LLP
One Liberty Place - 46th Floor
Philadelphia PA 19103
Telephone: (215) 568-3100
Facsimile: (215) 568-3439

**SYSTEM AND METHODS FOR OBTAINING ADVANTAGES AND
TRANSACTIONING THE SAME**

5 Priority

This application is related to and claims priority under 35 U.S.C. § 119(e) to U.S. Provisional Patent Application Serial No. 60/212,749, filed June 20, 2000, entitled “SYSTEM AND METHODS FOR OBTAINING ADVANTAGES AND TRANSACTIONING THE SAME”, the contents of which are hereby incorporated by reference in their entirety.

10

Field of the Invention

The present invention relates generally to the creation, integration, and transaction of advantages. Particularly, the present invention relates to the creation, integration, and transaction of advantages in non-computing, partial-computing, and computing environments, and more particularly, to providing a system and methods for the creation, integration, and transaction of advantages in non-computing, partial-computing, and computing environments that provide participating users the ability to obtain advantages at will.

Background of the Invention

Today, we face many challenges in our daily lives that demand the expenditure of valuable resources. These challenges can be more easily disposed with the aid of advantages. Generally, an advantage is a feature or element within an environment that one is not intended to have or does not normally have access to that provides an edge in overcoming a presented challenge. In the context of an observed environment, these advantages are environment features or elements that help to better navigate and exist within the observed environment.

Advantages are conventionally realized through rigorous physical and/or mental training, by employing advanced instruments, or, for the non-scrupulous, through bribery, cheating, and deception. The latter category has allowed for some significant events in our society today. For example, some ventures, and even some governments can base their existence on the capitalization of advantages. Subscribing to social conventions, the use of

these advantages is traditionally kept secret in fear of retaliation, reprimand, and rebuke from non-sanctioning parties. Considering the benefits that may be realized from the use of advantages, if given the choice, most would employ advantages in their environments to assist them with their daily challenges.

5 Human nature dictates our need to achieve. This is apparent in the field of gaming. Gaming enthusiasts are willing to pay for the opportunity to obtain an advantage. This is especially the case where the player has spent a significant amount of time and energy in overcoming various challenges within the game to reach the desired goal of completing the game, but is unable to overcome a particular posed challenge. In such a circumstance, the
10 player will likely be willing to pay for the ability to obtain an advantage or advantages to overcome this posed challenge. In recent years, gaming enthusiasts have enjoyed a number of action, action-adventure, adventure, and strategy games, such as, DOOM®, QUAKE®, AGE OF EMPIRES®, ULITMA ONLINE®, etc. The object of these games is to wage battle with various beings in an effort to win a war or improve your standing within the game
15 and/or gaming community. These games are typically structured such that the player is given access to increasingly superior weaponry and/or skills as they advance through increasingly difficult game levels. It would be advantageous to gamers to have access to these superior weapons, or alternatively, additional ammunition for their existing weaponry, and/or superior skills earlier in the gaming experience.

20 The concept of obtaining advantages may be extended beyond the gaming context. For example, consumers may be willing to pay to obtain advantages, such as, procuring a more preferred seat on an airplane, train, or bus; or obtain additional golf strokes during a golf match. Further, the concept of obtaining advantages includes obtaining unfair advantages. An unfair advantage is generally a legally recognized advantage that confers an
25 inequitable benefit to the requesting party (e.g. a person pays an additional "special" tax to a municipality and in turn receives a prime parking spot in the heart of the downtown municipality). Today, however, there are no comprehensive systems and methods for the creation, integration, and transaction of advantages. Interested participants are typically relegated to searching for free shortcuts and tricks (i.e. advantages) in on-line chat rooms and
30 bulletin boards or to purchase and subscribe to publications. For example, in the gaming

world, gamers may spend as much time and resources obtaining advantages as they do actually playing the games. Few advantages are contemplated, let alone offered to interested participants in non-computing and partial computing environments. Generally, interested participants are left to face obstacles in these environments without the aid of any advantage.

- 5 For example, an interested participant, not afforded the sanctioned ability to speed in a rural community and is caught speeding, may have to pay a hefty fine and/or expend significant time and energy in challenging the speeding offense. As a result, the interested participant expends a great deal of resources to face obstacles that could otherwise be overcome.

From the foregoing it can be appreciated that there exists a need for comprehensive systems and methods that allow for the creation, integration, and transaction of advantages in computing, partial computing and non-computing environments. By providing a system and methods that allow for the creation, integration, and transaction of recognized and sanctioned advantages and unfair advantages, challenges may be more easily resolved freeing valuable resources.

Summary of the Invention

The present invention is directed to providing systems and methods used to create, integrate, and transact various advantages in non-computing, partial computing, and interactive computing environments. These advantages comprise desired environment features or elements within a participating user's environment that are integrated within the environment. By integrating advantages, the present invention operates to facilitate the leveraging of advantages to participating users and offers advantage providers ensured exposure of their advantages.

In one illustrative implementation, the present invention may be realized through interactive computer applications supporting simulation and/or display. In this capacity, the invention is directed to a system and methods for identifying, creating, integrating, and transacting advantages to users of interactive computing applications. With this implementation, a participating user may obtain, in real time and upon payment of consideration, access to content, products, and/or services that are only offered to those users who have advanced or extended content, products, or services privileges. These advantages

may be varied in form and content.

In operation, computing environment content providers may offer desired environment features or elements to participating users such that the desired environment features and/or elements are integrated within participating users' computing environments.

- 5 These environment features and elements may be directly or indirectly associated with the scope of features or elements offered by the content providers. Using the present invention, participating users have the ability to "purchase" these environment features or elements using various currency means, including credit cards, e-cash, e-gold, other Internet enabled currency, and secondary monetary sources, such as, charges to phone or utility bill,
- 10 transferring credit on pre-paid phone cards, or transit passes, or through conventional payment methods, such as checks, money-orders or cash. The participating user is allowed to exploit as few or all of the environment features and/or elements that are offered.

- Another aspect of the illustrative implementation includes the ability to provide incentives to participating users such that the price of a desired environment feature and/or
- 15 element becomes incrementally lower with increased purchase of offered environment features and/or elements. In the alternative, additional non-related environment features and/or elements may be offered to participating users with increased use. In an illustrative implementation, the participating user may receive his or her "N+1th" advantage for free with the confirmed purchase of "N" environment features and/or elements, or alternatively, the
- 20 participating user may receive a real-world product, service, or securities with a significant number of environment feature and/or element purchases. Not only can advantage purchases offer increasing returns in terms of more advantages or real world products, but the purchases of real world products and services can offer increasing returns to advantages. For example, a participating user could receive a free advantage in return for purchasing a product or service.
- 25 Participating users might also receive discounted advantages for revealing more information about themselves as a consumer. Conversely, the present invention contemplates offering credits to participating users for contributing already acquired environment features and/or elements.

- Another aspect of the illustrative implementation includes the ability to integrate
- 30 interactive advertisements that offer real world products and services to participating users

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navigating in a computer based environment. Stated differently, interactive advertisements are integrated within a participating user's environment such that a participating user, who is navigating in this cyber realm, may elect to purchase these products and services from the convenience of his/her computing environment without having to interface with other communication conventions. The transaction may be realized through a true two-way real time transaction system, allowing participating users to continue in their experience without the interruption of processing payment information. The computing environment may store a profile of the user so that key products and services may be offered in accordance to a user's profile. Further, the present invention contemplates a system wherein advertisers of products and services may obtain advantages over their competitors to better place their products and/or services to reach a larger audience.

Alternatively, in an illustrative non-computing application of the present invention, organizations or institutions may elect to offer and monetize non-computing environment features and/or elements (e.g. pay for the right to drive above the speed limit) by charging participating users fees for these environment features and/or elements. The implementation features are similar to those described for computer mediated environments where human interaction may replace the computer mediation in whole or in part.

Other features of the present invention are described below.

Brief Description of the Drawings

A system and methods for the creation, integration, and transaction of advantages are further described with reference to the accompanying drawings in which:

Figure 1 is a system diagram of an exemplary computing environment in accordance with the present invention;

Figure 1A is a system diagram of an exemplary computing network environment in accordance with the present invention;

Figure 1B is a system diagram showing the interaction between exemplary computing components in accordance with the present invention;

Figure 2 is a screen shot of an exemplary gaming computing application offering advantages to participating users;

Figure 3 is a screen shot of an exemplary Internet based computing application offering advantages to participating users;

Figure 4 is a screen shot of an exemplary computing simulation application offering interactive advertisements to participating users;

5 Figure 4A is a screen shot of an exemplary computing simulation application showing the real-time transaction in accordance with the present invention;

Figure 5 is flow diagram of the processing performed by present invention to create and transact advantages; and

10 Figure 6 is a block diagram showing the interaction among various parties to realize a real-world implementation of advantages transaction in accordance with the present invention.

Detailed Description of Illustrative Implementation

Overview:

15 Obtaining advantages is the process of acquiring something that one is not otherwise entitled to have. To date, society has been structured in such a manner to prevent its members from gaining such advantages. This structure has been implemented informally in society as a result of the development of culture, ethics, mores, and religious conventions. However, as time has passed, society has evolved to recognize benefits in providing sanctioned
20 advantages. However, today the transaction of advantages is performed piecemeal and is very fragmented. A more comprehensive systems and methods would provide a centralized solution for the procurement and transaction of advantages.

Advantages may be offered and transacted for a variety of scenarios occurring in non-computing, partial-computing, and computing environments. Examples may include: online
25 computer games; online entertainment and information; offline computer games; regular board games; sports; gambling; sales; services and queuing; employment (e.g. promotions, hiring, etc.); issuing permits; and securities and finance. By providing a system and methods for procuring and transaction advantages, participating users may be afforded the ability to efficiently achieve sought after advantages, and participating advantages providers may be
30 afforded additional revenue streams for offering advantages.

Identifying Advantages:

The types of advantages most likely to interest users are those that help them gain status, power, provide entertainment, or give rights they would not normally be able to obtain. Advantages, however, may comprise a variety of desired environment features and/or elements. Using these exemplary criteria, environment feature and/or elements providers (e.g. a game designer) can better predict advantages (e.g. providing an extra life within a game) that would be desirable to participating users. For example, in the context of a game, ammunition, resources, information about the game environment, and numerous other items can be quantified by the game designer as suitable advantages that can be created, integrated, and transacted. In other contexts, environment feature and/or element providers can offer features and/or elements that assist participating users to overcome frequently presented challenges.

Creating Advantages:

Once identified, the advantage provider's are charged with the task of creating the advantage for transaction. Generally, there are several requirements that are considered when creating advantages. These requirements include the rights of control over the advantage (i.e. who has the authority to edit, modify, and offer the advantage) and the ability to secure the advantage (i.e. is the advantage feasible legally, ethically, and financially and how will the advantage be accessed). In the context of a game environment advantage, the game designer controls the resources of the game thereby having the ability to create and provide advantages to game participants. In this capacity the advantages offered to participating users may give some control over a game's resources (e.g. ammunition, lives, etc) for a price. The advantage provider can decide the nature and extent of such control based on any number of factors such as cost, purchase history, demographic data, etc. The ability to secure the advantage is also extremely important when creating an advantage. For example, in a non-computing environment advantage example, a city may offer its residents the ability to speed throughout the city in return for the payment of a special "city speed" tax. To realize this advantage, however, the city government should have the ability to 1) enforce the speed limit, and 2) be

legally able to authorize driving faster than the speed limit. In this example, the city may show control over the advantage by choosing to limit the availability of the advantage to those drivers whose driving record meets certain requirements.

5 Integrating Advantages:

Once an advantage is identified and created it is integrated within an environment and coupled to a transaction system for transacting. The integration of advantages depends heavily on the environment in which the advantage is to be offered. For example, if the advantage is to be integrated in a computing environment, the identified and created
10 advantage may be included in the source code of the computing application operating in the environment. Comparatively, if the advantage is to be offered in non-computing environments, the advantage may be integrated within a complimentary product or service that is offered to the participating user. For example, a participating user playing a round of golf may be offered the advantage of having two additional strokes per hole. This advantage
15 may be offered to the user as a feature on the score card that the golf course provides to the participating user to keep score. If the participating user capitalizes on this offered advantage, the golf course would recognize the total score recorded minus two strokes per hole as the “official” score of the participating user. Alternatively, in the case of partial computing environments, advantages may be integrated using a combination of the aforementioned
20 techniques.

An exemplary transaction system for use with integrated advantages may include security to protect the integrity of the transaction and the advantage being transacted and communication means to inform participating users of the availability of an advantage and information regarding the price and description of the advantage. Additionally, this system
25 may track and store participating users’ advantages information such as demographic information, buying habits, preferences or tastes. This information is subsequently used to determine the popularity of advantages and to assist in identifying and creating new advantages that can be tailored to participating users’ preferences. Further, the exemplary transaction system may include inventory, sales, and tracking information for the various
30 advantages offered and sold. Optionally, the system may include one or more pricing

mechanisms that set advantages prices based on a variety of factors. These factors include: participating users' preferences, cost, supply and demand. Further pricing may be realized through auctions and reverse auctions or other methods.

5 Transacting Advantages:

There are three steps performed when transacting advantages: 1) transaction request, 2) transaction processing, and 3) transaction fulfillment. During the first step a participating user requests a discrete advantage (e.g. ammunition or additional lives). The request is processed by the aforementioned transaction system to determine if the request can be
10 successfully fulfilled. This determination may involve checking the profile and account balance of the requesting participating user to see if they are qualified for the advantage and ensuring the participating user has requested a valid advantage. If the participating user qualifies, the user's account is debited and the requested advantage is provided. The transaction occurs in a real time two-way transaction. For example, a participating user
15 navigating in a computing game environment requests more ammunition. The user is processed and if qualified, received the ammunition immediately – the accounting for which is settled latter. This permits the participating user to continue in their computing game environment (i.e. continue playing the game) without the usual interruption of transaction processing.

20 As will be described below with respect to Figures 1-6, the present invention is directed to a system and methods that enable the procurement and transaction of advantages. In accordance with an illustrative implementation thereof, the present invention comprises a system and methods that couples participating users with advantages providers for the transaction of advantages.

25 Illustrative Computing Environment

Figure 1 shows computing system 100 that may support the present invention. Computing system 100 comprises computer 20a that may comprise display device 20a' and interface and processing unit 20a''. Computer 20a may support computing application 180.

30 As shown, computing application 180 may comprise computing application processing and

storage area 180 and computing application display 180b. Computing application processing and storage area 180a may contain advantages data store 180a'. Similarly, computing application display 180b may comprise display content 180b'. In operation, a user (not shown) may interface with computing application 180 through the use of computer 20a. The user (not shown) may navigate through computing application 180 to obtain various advantages. Advantages may be retrieved by computing application 180 from advantages data store 180a' of computing application processing and storage area 180a and shown to a user (not shown) as display content 180b' on computing application display 180b. The user (not shown) may choose to purchase certain advantages. Transacted advantages may be stored in advantages data store 180a' in user accounts that may be communicated to cooperating advantages content providers (not shown).

Illustrative Computer Network Environment

Computer 20a, described above, can be deployed as part of a computer network. In general, the above description for computers applies to both server computers and client computers deployed in a network environment. Figure 1A illustrates an exemplary network environment, with a server in communication with client computers via a network, in which the present invention may be employed. As shown in Figure 1A, a number of servers 10a, 10b, etc., are interconnected via a communications network 160 (which may be a LAN, WAN, intranet, the Internet, or other computer network) with a number of client computers 20a, 20b, 20c, or computing devices, such as, mobile phone 15, land-line telephone 16, and personal digital assistant 17. In a network environment in which the communications network 160 is the Internet, for example, the servers 10 can be Web servers with which the clients 20 communicate via any of a number of known protocols, such as, hypertext transfer protocol (HTTP) or wireless application protocol (WAP). Each client computer 20 can be equipped with browser 180a to gain access to the servers 10. Similarly, personal digital assistant 17 can be equipped with browser 180b and mobile phone 15 can be equipped with browser 180c to display and receive various data.

In operation, a user (not shown) may interact with a computing application running on a client computing devices to obtain a variety of advantages. The advantages may be stored

on server computers and communicated to cooperating users through client computing devices over communications network 160. A user may purchase an advantage by interfacing with computing applications on client computing devices, thereby creating an advantages transaction. These transactions may be communicated by client computing devices to server computers for processing and storage. Server computers may host computing applications for the processing of advantages transactions and advantages data stores for the storage of such transactions.

Thus, the present invention can be utilized in a computer network environment having client computing devices for accessing and interacting with the network and a server computer for interacting with client computers. However, the systems and methods providing the creation, integration, and transaction of advantages and interactive advertisement of the present invention can be implemented with a variety of network-based architectures, and thus should not be limited to the example shown. The present invention will now be described in more detail with reference to a presently illustrative implementation.

Advantages Transaction

Figure 1B shows the cooperation of various computing elements when transacting advantages and interactive advertisements in a computing environment. A participating user may employ computing application 180a operating on client computer 20a to send a request for advantages content 110 to content provider's server 10a over communications network 160. In response, content provider's server 10a may process send the request and retrieve environment features and/or elements (i.e. advantages) content and/or interactive advertisements content from environment features and elements database 10b for communication to client computer 20a over communications network 160. Further, participating user may employ computing application 180 to communicate requests to purchase advantages or products and services offered by the interactive advertisements. The advantages may be requested by participating users or alternatively may be offered to participating users based on predefined conditions (e.g. a participating user passes a rendition of cellular phone shop in a computing application game and is prompted on whether he/she would like to purchase a cellular phone or, alternatively, if already owning a cellular phone,

whether he/she would like to pay their bill).

Figures 2, 3, 4, and 4A illustrate screen shots that display various features of the advantages and interactive advertisements system. As shown in Figure 2, the advantages and interactive advertisements system of the present invention may be incorporated in computing application 180 displaying an interactive game through gaming pane 200. Gaming pane 200 may comprise gaming content 205 and advantages dialog box 210. In operation, a user may be prompted by gaming computing application to secure a variety of advantages. In the example shown, dialog box 210 may warn the user that he/she is low in ammunition in the interactive search and destroy game 205 that is being navigated. A user may choose to purchase additional ammunition and proceed, or alternatively, proceed without securing any advantages. Conventionally, this advantage would not be offered to gamers. Rather, gamers would be forced to proceed with low ammunition using skill to advance in the game. Typically, gamers would proceed with low ammunition only to be defeated. The user may be relegated to start the game from the very beginning, rendering all of his/her invested time moot.

Figure 3 shows computing application 180 supporting a Web browser computing application having Internet content display pane 300. Internet content display pane 300 may comprise Internet content 305 and controls 310. In the example shown, the advantages and interactive advertisement system of the present invention may be employed by an airline content provider providing content over the Internet. As part of their Internet content 305, airlines may request users to choose a seat for their travel. In the event a preferred seat has been already reserved, the user may be prompted by the Internet computing application to purchase an advantage to obtain the desired seat. The user may proceed to purchase this advantage by navigating controls 310.

Alternatively, the present invention may offer users interactive advertisements by which users can purchase a variety of products or services. These advertisements may be integrated within a number of computing applications in accordance to the context of the computing application. For example, in a simulation role playing game, real world products and/or services advertisements may be integrated in the game's landscape such that a user may interact with the cyber world advertisements to transact real world products and/or

services. As shown in Figure 4, the present invention may be employed by computing application 180 supporting a cyber environment having display pane 400. Display pane 400 may comprise interactive content 405 and interactive content dialog box 410. In operation, a user may be engrossed in a role playing computing application game for hours not realizing that the dinner hour is soon upon him/her. In the game, the user may be required to navigate through city streets and neighborhoods having storefronts and other real world constructs. As the user passes by a cyber realm storefront, ABC Pizza, dialog box 410 may appear to the user of computing application 180 providing a friendly reminder that dinner time is approaching. The user may proceed to enter the store in the cyber world and place an order for a real world pizza. The system of the present invention would communicate the order to the appropriate parties and the real world product would be delivered to the user. The user is now given the ability to transact real world products through the cyber realm storefront.

Figure 4A shows a screen shot of an exemplary computing simulation application 413 describing the integration and real-time transaction features of the present invention. As shown, screen shot 415 comprises simulation content 420, advantages information 325, and transaction information 430. In operation, a participating user may operate computing simulation application 413 to interact with simulation content 420. Computing simulation application 415 may be configured that is has access to advantages content provider computer server 10a (of Figure 2) such that advantages may be offered through computing application 413 to the participating user while interacting with computing application 413. In the example shown, the game is directed to a "shot-em up" type game where the participating user is called upon to slay unworldly beasts using a variety of weaponry. As the participating user runs low on ammunition (or some other condition), advantages information 425 is displayed to offer advantages to the participating user. As such, the advantage is integrated into computing application 413. Advantages information 425 comprises information about the advantage and the cost of the advantage. In addition to the advantages information 425, transaction information 430 is offered to the participating user to inform him/her of their outstanding balance. The participating user may elect to accept the offered advantage, using advantages information 425 and transaction information 430 to help him/her in their decision, to enhance his/her interaction with computing application 413.

Figure 5 describes the general processing performed by the advantages and interactive advertisements system and methods. Processing begins at block 500 and proceeds to block 505 where a check is performed to determine if the participating user has an account to purchase advantages or transact interactive advertisements. If the user has an account, he/she is prompted to login at block 510. Interactive advertisements are then offered to the user at block 515. From there, a determination of the advantages and/or desired products and services (as requested in the cyber realm) is made at block 520 to ascertain those advantages to offer to the user, or to provide to the user based on their request. The advantages and/or products and services are supplied to the user at block 525. Payment authorization is then made at block 530. Using the present invention, participating users have the ability to "purchase" these environment features and/or elements, products, and services using various currency means, including credit cards, e-cash, e-gold, other Internet enabled currency, and secondary monetary sources, such as, charges to phone or utility bill, transferring credit on pre-paid phone cards, or transit passes, or through conventional payment methods, such as checks, money-orders or cash. A check is then made at block 535 to determine if the participating user has an awards account. The awards account is established for frequent users to provide advantages and/or products and services at a discounted rate. This promotes the use the present system and maintains user loyalty. If the user has an awards account at block 535, the awards account is updated at block 540 and processing ends at block 545. If, however, the user does not have an awards account, he/she is prompted at block 565 to see if the user would like to create an awards account. If the user wants an awards account at block 565, an account is created at block 570 and processing proceeds therefrom.

Alternatively, if at block 505, it is determined that the user does not have an account to transact advantages and/or purchase through interactive advertisements, the user is queried to create an account at block 550. If the user does not want an account processing proceeds to block 545 and ends. However, if the alternative proves to be true, processing proceeds to block 555 where user demographic and payment information is procured. A user profile is then created at block 560 and processing jumps to block 515 and proceeds therefrom. The profile information may be used by the system to tailor advertisement offerings to participating users, such that products and service offerings are consistent with the user's

profile information.

Figure 6 depicts a real-world implementation of the advantages procurement and transaction system and methods of the present invention. Real-world environment advantages procurement and transaction system 600 is shown comprising participating user 605, communications network 160 and advantages provider 610. In an illustrative implementation, the advantages provider 610 may comprise a regulatory agency providing a set of defined advantages. In operation, real-world environment advantages procurement and advantages system 600 may afford participating user 605 the ability to submit advantages request 635 to advantages provider 610 over communications network 160. In turn, advantages provider 610 may satisfy advantages request 625 by providing advantages 620 over communications network 160.

In the example shown, the regulatory agency may offer a speeding advantages program 620 to participating users 605. The speeding advantages program contemplated would offer participating users 605 the ability to drive in excess of posted speed limits upon the payment of fee. The participating user, in effect, would be offered exemptions from speeding tickets if caught speeding within the limits of the offered speeding advantages program. In operation, participating user 605 may request and transact advantages by submitting advantages request 625 to regulatory agency 610 over communications network 160 of real-world advantages procurement and transaction system 600. In turn, regulatory agency 610 may subscribe participating user 605 to the speeding advantages program 620 employing communications network 160 to relay the subscription and payment process.

Advertisement Advantages

The present invention also contemplates an alternative embodiment where the participating user is an advertiser. In an illustrative implementation, the advertiser of products and services in computing environments, such as, interactive TV, online movies, streaming media, or video clips, may obtain advantages over their competitors, such as better placement of advertisements in the computing environment for their products and/or services. In doing so, the advantage using advertisers can better target and reach a larger audience. These participating users (i.e. advertisers) are charged for the advertisement advantage much like

other advantages users according to the pricing, charging, and billing techniques described above.

5 Conclusion

In sum, the present invention provides system and methods to create, integrate, and transact advantages. It is understood, however, that the invention is susceptible to various modifications and alternative constructions. There is no intention to limit the invention to the specific constructions described herein. On the contrary, the invention is intended to cover all
10 modifications, alternative constructions, and equivalents falling within the scope and spirit of the invention.

It should also be noted that the present invention may be implemented in a variety of computer environments (including both non-wireless and wireless computer environments), partial computing environments, and real world environments. The various techniques
15 described herein may be implemented in hardware or software, or a combination of both. Preferably, the techniques are implemented in computer programs executing on programmable computers that each include a processor, a storage medium readable by the processor (including volatile and non-volatile memory and/or storage elements), at least one input device, and at least one output device. Program code is applied to data entered using the
20 input device to perform the functions described above and to generate output information. The output information is applied to one or more output devices. Each program is preferably implemented in a high level procedural or object oriented programming language to communicate with a computer system. However, the programs can be implemented in assembly or machine language, if desired. In any case, the language may be a compiled or
25 interpreted language. Each such computer program is preferably stored on a storage medium or device (e.g., ROM or magnetic disk) that is readable by a general or special purpose programmable computer for configuring and operating the computer when the storage medium or device is read by the computer to perform the procedures described above. The system may also be considered to be implemented as a computer-readable storage medium,
30 configured with a computer program, where the storage medium so configured causes a

computer to operate in a specific and predefined manner.

Although an exemplary implementation of the invention has been described in detail above, those skilled in the art will readily appreciate that many additional modifications are possible in the exemplary embodiments without materially departing from the novel

5 teachings and advantages of the invention. Accordingly, these and all such modifications are intended to be included within the scope of this invention. The invention may be better defined by the following exemplary claims.

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What is claimed is:

1. A system to provide desired environment features and/or elements to participating users operating in preferred environments comprising:

an integration system, said integration system capable of integrating desired

5 environment features and/or elements into user environments;

a communication system, said communication system allowing participating users to communicate accepted offered environment features and/or elements to said integration system; and

a transaction system, said transaction system cooperating with said integration system and said communication system to transact said accepted offered environment features and/or elements.

2. The system recited in claim 1, wherein said preferred environments comprise any of a computing environment, a partial computing environment, and a non-computing environment.

3. The system recited in claim 2, wherein said integration system comprises an advantages integration computer server having an environment features and elements database storing information indicative of environment features and elements, said advantages computer server electronically coupled to said communication system to offer environment features and elements to participating users in said preferred environments.

4. The system recited in claim 3, wherein said integration system further comprises an interactive advertisement database, said interactive advertisement database storing information indicative of interactive advertisements that are offered to participating users in said preferred environments through said communication system.

5. The system recited in claim 2, wherein said communication system comprises a communications network supporting wireless and fixed wire communication protocols and standards that comprises any of a LAN, a WAN, an intranet, and the Internet.

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6. The system recited in claim 2, wherein said transaction system comprises a server computer server electronically coupled to said communications system, said server computer cooperating with a transactions database having user account information to process, retrieve,
5 and store transactions and payment of transaction in real-time.

7. The system recited in claim 6, wherein said transaction system is integrated in said preferred environments such that participating users' account information may be displayed to said participating users in said preferred environments in real time.

8. The system recited in claim 6, wherein said transactions database comprises tables indicative of incentives that are offered to said participating users through said communications system.

9. The system recited in claim 8, wherein said incentives comprise any of receiving additional desired features at a discounted rate when a certain number of desired features are accepted by said participating users, and receiving credit for contributing a desired environment feature and/or element to the recited system.

10. A method to provide and transact desired environment features and/or elements to participating users in preferred environments, comprising the steps of:

(a) creating desired environment features and/or elements, said environment features and/or elements affording said participating users access to otherwise inaccessible abilities within said preferred environments;

(b) integrating said created desired environment features and/or elements into said preferred environments such that a desired environment feature and/or element is offered to said participating users in said preferred environments;

(c) executing desired environment features and/or elements upon the acceptance of said offered desired environment features and/or elements;

(d) tracking the acceptance of said desired environment features and/or elements

for said participating users; and

(e) transacting said executed desired environment features and/or elements.

11. The method recited in claim 10, wherein said creating step comprises the steps

of identifying environment features and/or elements that may be considered desirable.

12. The method recited in claim 10, wherein said integrating step comprises the

steps of determining the environment in which said desired environment features and/or

elements are offered, developing a delivery construct for offering newly identified desired

environment features and/or elements to said participating users, and implementing said

delivery construct within said preferred environments.

13. The method recited in claim 12, wherein said delivery construct comprises any of a

software application, a software applet, or software module that electronically communicates

the desired environment feature and/or element to said participating users.

14. The method recited in claim 10, wherein said executing step further comprises the

steps of providing access to the desired feature and/or element within said preferred

environment.

15. The method recited in claim 10, wherein said tracking step comprises the steps of

tallying the usage of accessed desired environment features and/or elements.

16. The method recited in claim 10, wherein said transacting step comprises the steps of

associating bill amounts to accessed desired environment features and/or elements for each

participating user, tallying all of the bill amounts for each participating user to create a real-

time bill for each participating users, delivering said real time bill to each participating user,

collecting payment from said each participating user for accessed desired environment

features and/or elements, and updating said real-time bill for each participating user upon

payment of consideration.

17. The method recited in claim 16, wherein said associating step further comprises the steps of selecting a bill amount for the accessed desired environment feature and/or service from a list, said list comprising different amounts depending on the participating user.

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18. The method recited in claim 17, wherein said different amounts are directly related to the amount of environment features and/or elements that were accessed or contributed.

19. The method recited in claim 10, wherein said desired environment features and/or
10 elements comprise interactive advertisements.

20. A computer-readable medium having computer-executable instructions for performing the steps recited in claim 10.

15 21. A system for identifying, creating, integrating and transacting advantages comprising:

(a) at least one computing environment, said computing environment comprising various challenges;

(b) a means for offering, integrating, and delivering created advantages to

(c) participating users, said created advantages allowing participating users to more easily overcome said challenges;

(d) a means for tracking requests of said offered advantages by said participating users;

(e) a means for charging consideration to said participating users for the use of
25 said advantages; and

(f) a means for collecting said consideration from said participating users for requested advantages.

22. A computer-readable medium having computer-executable instructions for performing
30 the steps recited in claim 21.

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23. A method to integrate advantages comprising the steps of:

- (a) creating advantages; and
- (b) incorporating said advantages into an environment, said environment comprising

any of a non-computing, a partial computing, and a computing environment.

24. The method recited in claim 23, wherein said creating step further comprises the step of identifying desirable advantages.

25. The method recited in claim 23, wherein said incorporating step further comprises the step of placing the advantage within said environment such that the advantage is seamless within said environment.

26. A computer-readable medium having computer-executable instructions for performing the steps recited in claim 23.

27. A method to transact integrated advantages comprising:

- (a) tracking the usage of offered integrated advantages; and
- (b) charging for used integrated advantages.

28. The method recited in claim 27, wherein said tracking step further comprises the steps of establishing an account to track used advantages for each participating user, providing information to participating users about the cost of offered advantages, and updating said created accounts with information indicative of advantages usage.

29. The method recited in claim 27, wherein said charging step further comprises the steps of maintaining a list of prices of offered advantages, associating a price to advantages used as tracked by step (b), and communicating said associated price to participating users.

30. A computer-readable medium having computer-executable instructions for performing

the steps recited in claim 27.

31. A system to transact integrated advantages comprising:

an advantage offering system;

an account system; and

a billing system.

32. The system recited in claim 31, wherein said advantage offering system comprises a means for identifying desirable advantages, a means for integrating desirable advantages offered in cooperating environments, said cooperating environments comprising any of non-computing, partial computing, and non-computing environments.

33. The system recited in claim 31, wherein said account system comprises a means for creating, storing, managing, and updating user accounts.

34. The system recited in claim 31, wherein said billing system comprises a storage means for maintaining prices of offered advantages, a communication means for communicating pricing information for offered advantages, and a calculation means for aggregating pricing information for used advantages for each participating user.

35. A method comprising the acts of:

(a) providing a computer gaming environment in which an advantage is available to a user;

(b) receiving an indication by the user that he or she is willing to acquire the advantage; and

(c) providing the advantage to the user.

36. A method as recited in claim 35, wherein the advantage enables the user to achieve a higher level of success in the gaming environment.

37. A method as recited in claim 35, wherein the gaming environment is provided via the Internet.

38. A method as recited in claim 35, wherein the advantage is provided to the user in exchange for a purchase price.

39. A computer readable storage medium comprising computer-executable instructions for instructing a computer to perform the acts recited in claim 35.

40. A system to provide integrated advertisement advantages comprising:
an advantages offering system, said advantages offering system allowing for the creation and integration of advertisements within an environment, said environment comprising any of a non-computing, partial computing, and computing environments; and
an advantages transaction system, said advantages transaction system capable of pricing, charging, billing, and collecting for the creation and integration of advertisements within said environment.

41. The system as recited in claim 40, wherein said advantages offering system operates to integrate advertisements of participating advertisers such that more exposure is given to said integrated advertisements than other advertisements in said environment.

42. A method to offer advertisement advantages comprising the steps of:
creating advertisements for integration within an environment for participating users, said environment comprising any of a non-computing, partial computing, and computing environment, said advertisements of said participating users being placed within said environment such to obtain the most exposure as compared to other non-participating users, providing an advantage; and
offering said advertisements to participating users within said environment.

43. A computer readable storage medium comprising computer-executable instructions

for instructing a computer to perform the acts recited in claim 42.

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Abstract

A system and methods allowing the creation, integration, and transaction of advantages (e.g. desired environment features and/or elements). In an illustrative implementation, the system may operate partially or completely in a computing environment.

- 5 Where a computing environment is employed, the computing environment may support a computing application running on a stand alone or networked computing system. The computing application may maintain a user interface portion, a processing portion, and cooperate with a database. In operation, a user may register his/her profile information with an advantages content provider such that when navigating through the computing application,
- 10 the user have access to and purchase offered advantages and interact with interactive advertisements to purchase products and/or services. The advantages may be retrieved from a cooperating database and provided to the user. A record of the transaction is stored by the computing application in accordance to user profile so that the user may be properly charged for the transacted advantages or purchased products and/or services.

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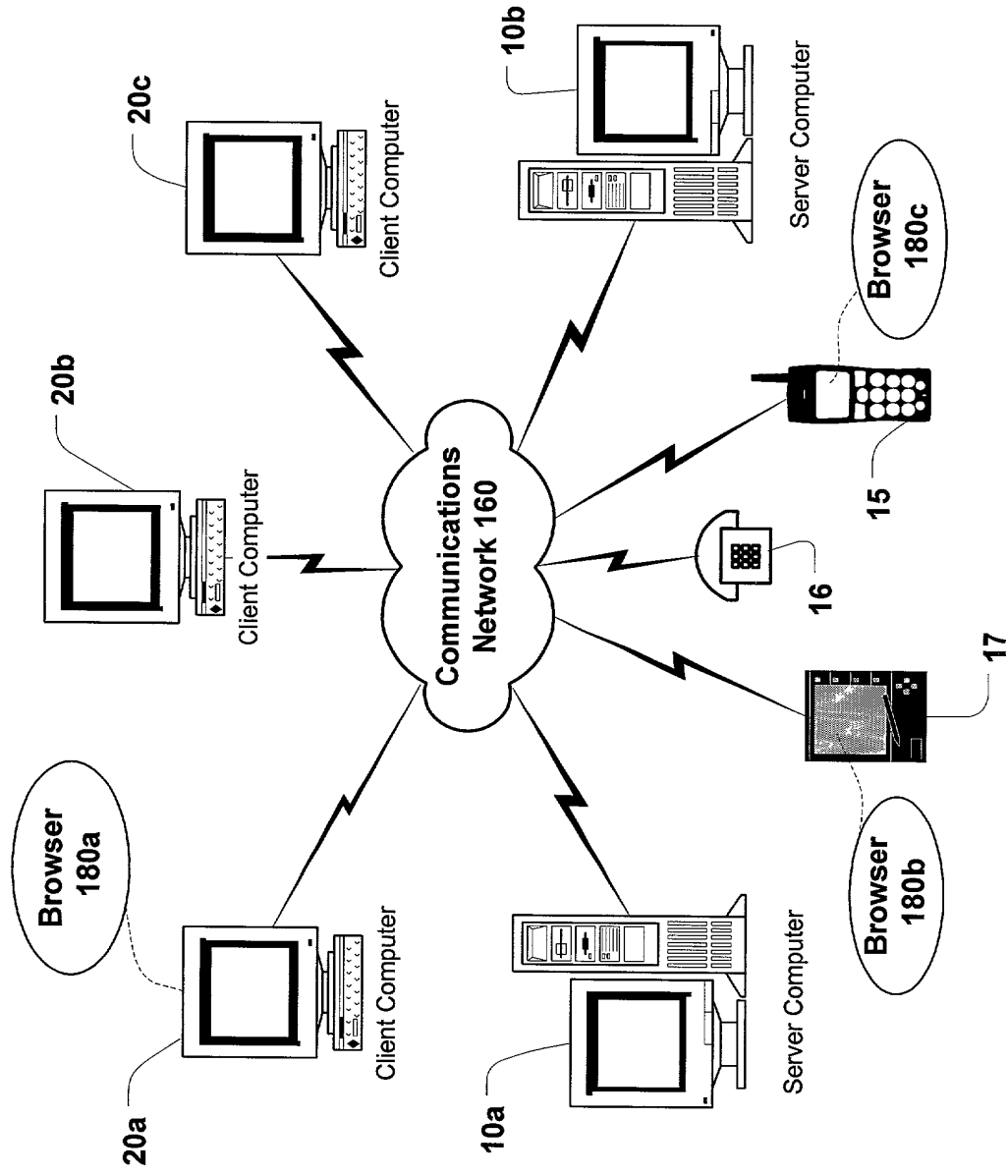


Figure 1A

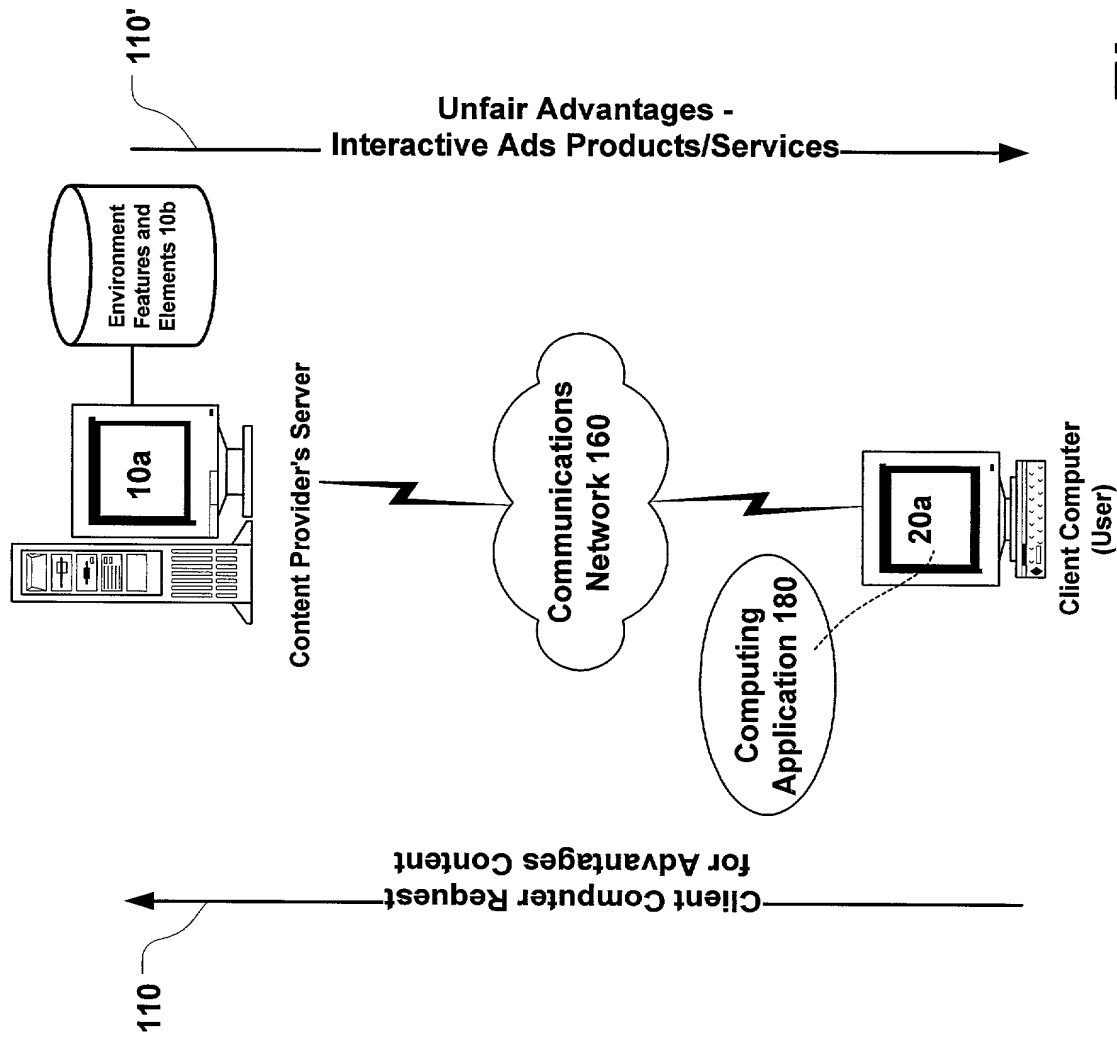


Figure 1B



Figure 2

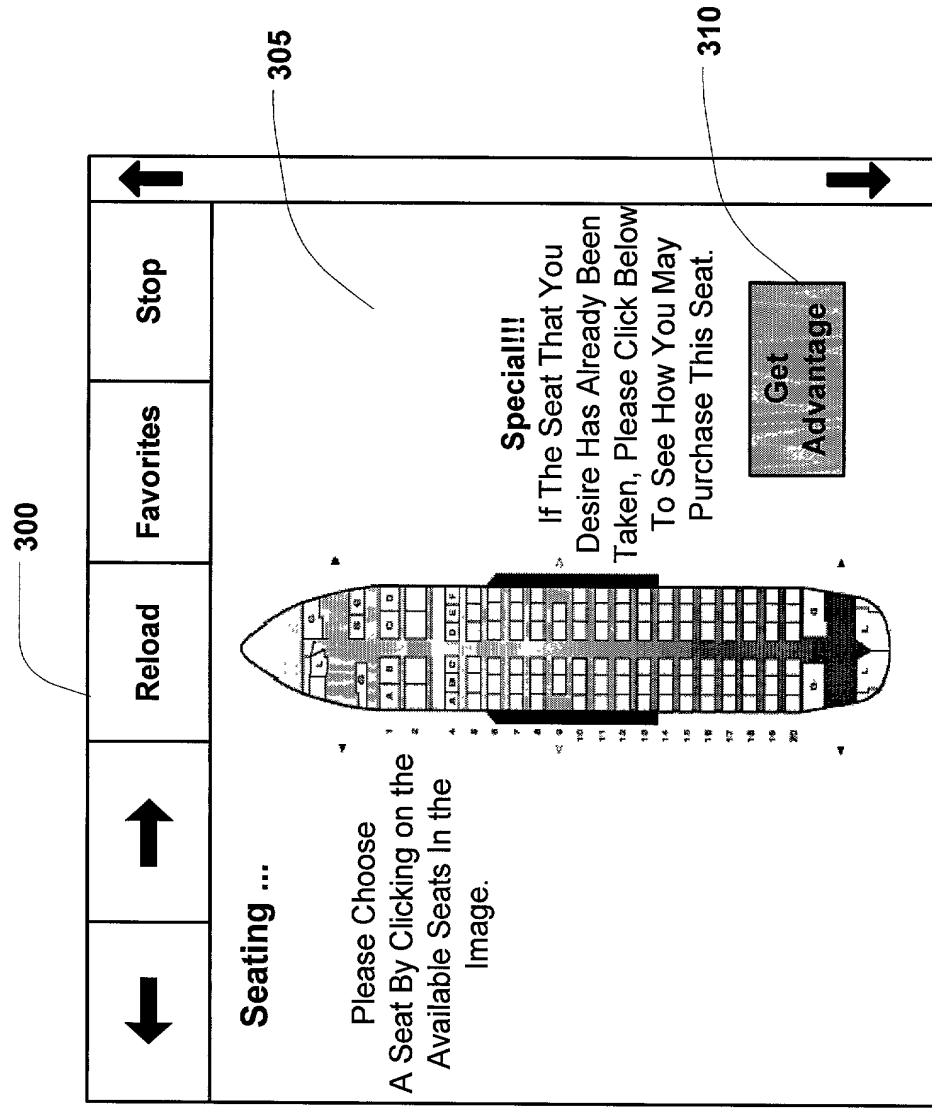


Figure 3

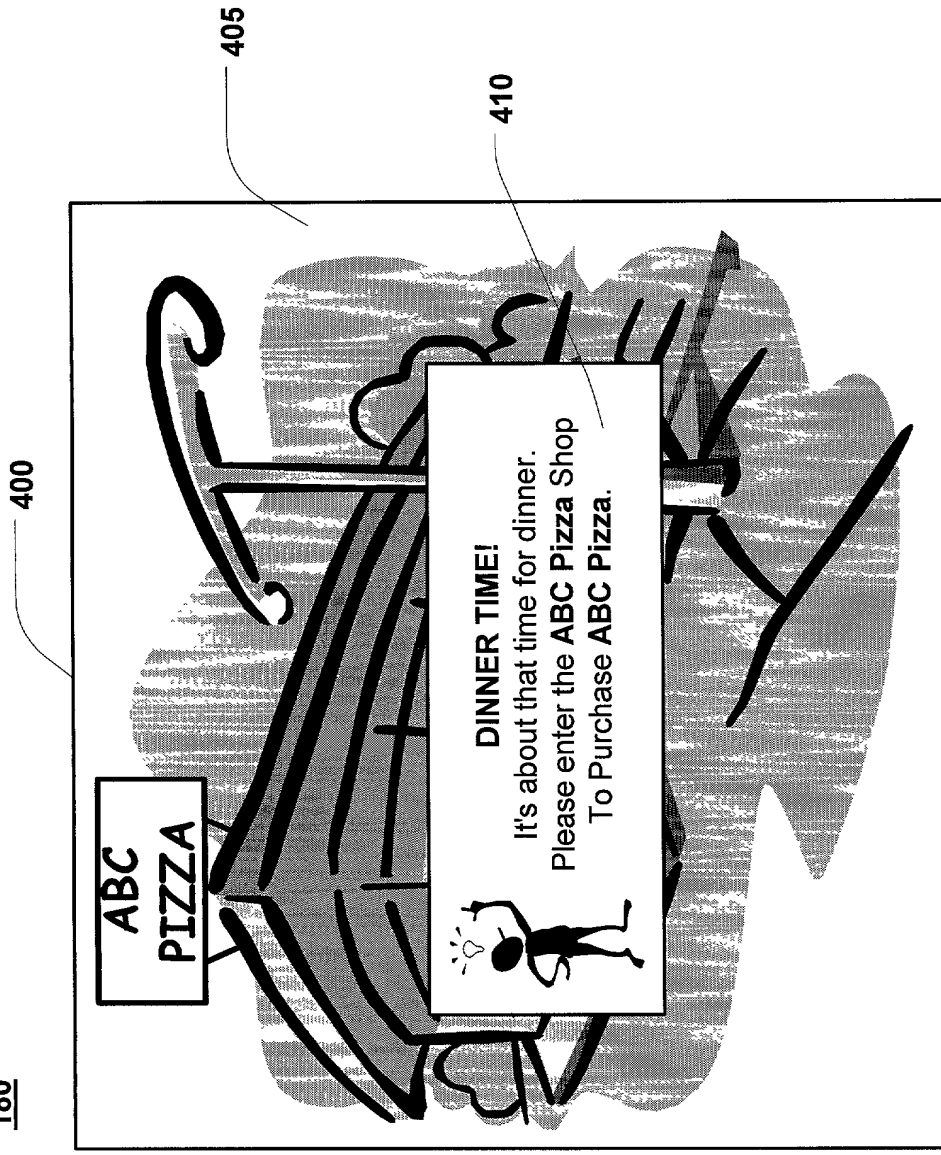


Figure 4

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430



Figure 4A

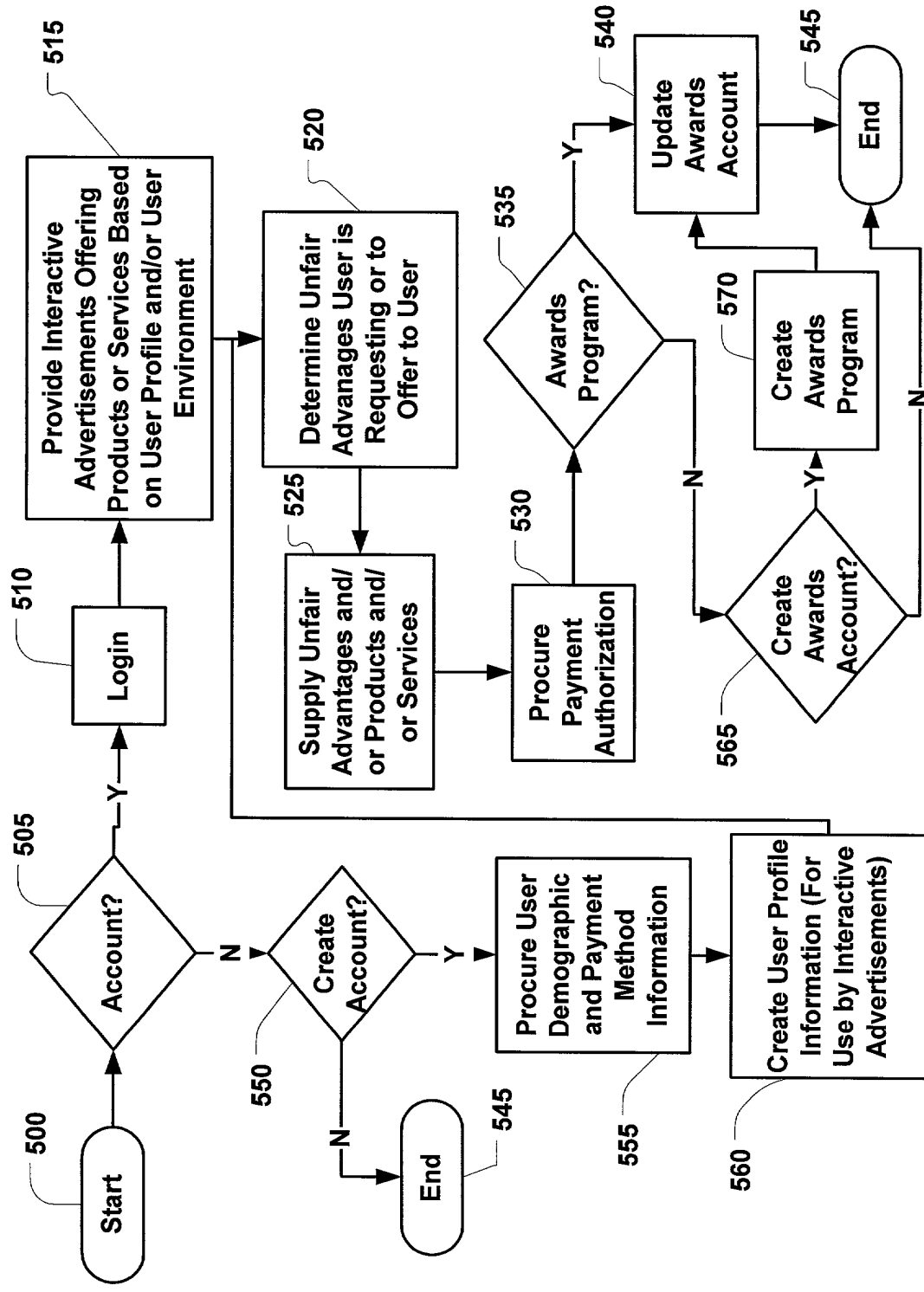


Figure 5

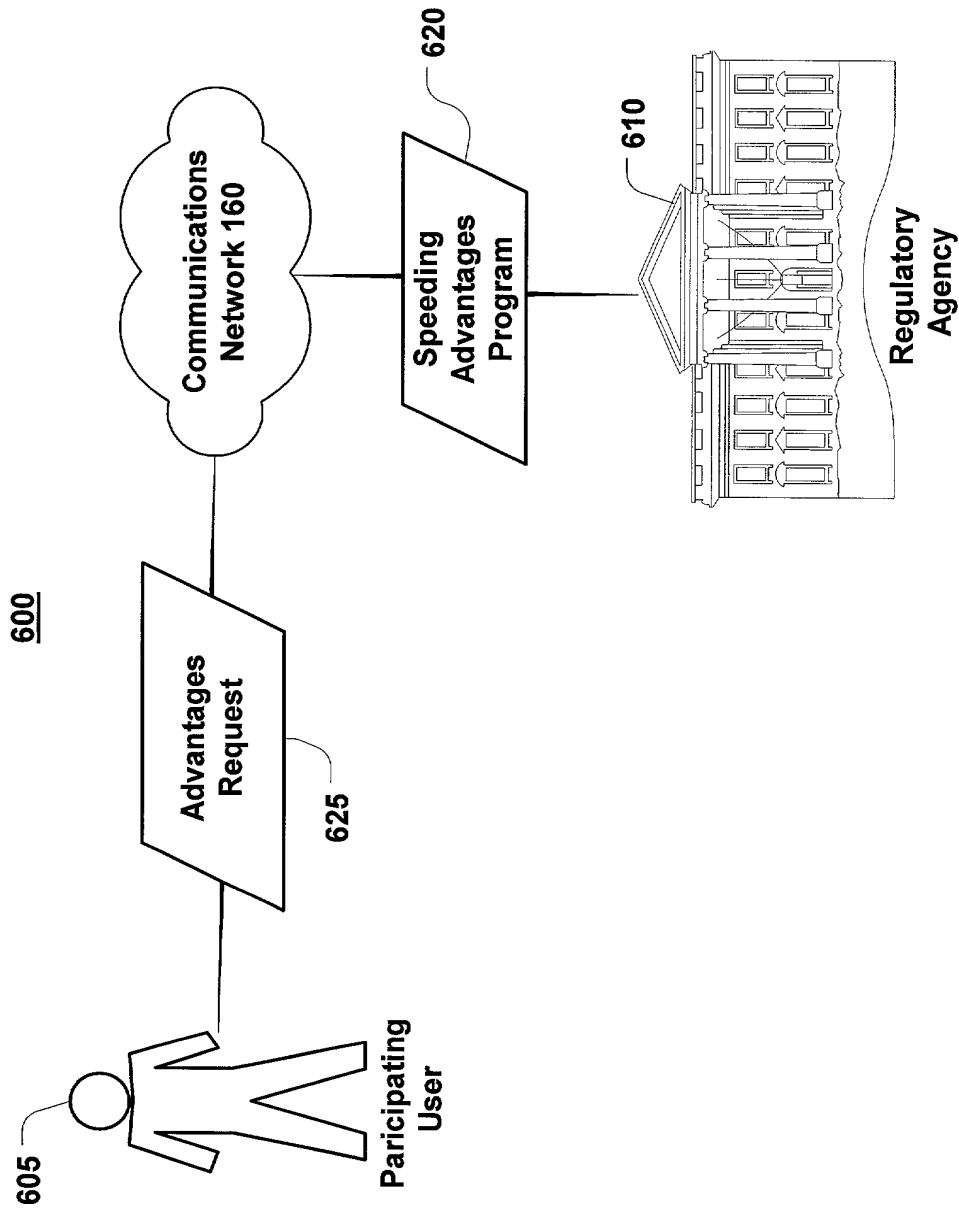


Figure 6

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of: Shawn D. Cartwright

For: **SYSTEM AND METHODS FOR
OBTAINING ADVANTAGES AND
TRANSACTIONING THE SAME**

Group Art Unit: Not Yet
Assigned

Examiner: Not Yet Assigned

DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name; and

I believe that I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a

☒ Utility Patent ☐ Design Patent

is sought on the invention, whose title appears above, the specification of which:

- ☒ is attached hereto.
- ☐ was filed on _____ as Serial No. _____.
- ☐ said application having been amended on _____.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to be material to the patentability of this application in accordance with 37 CFR § 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. § 119(a-d) of any **foreign application(s)** for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of any application on which priority is claimed:

Priority Claimed (If X'd)	Country	Serial Number	Date Filed
<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	_____	_____	_____

I hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to be material to patentability as defined in 37 CFR § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

Serial Number	Date Filed	Patented/Pending/Abandoned
_____	_____	_____
_____	_____	_____

I hereby claim the benefit under 35 U.S.C. § 119(e) of any United States provisional application(s) listed below:

Serial Number	Date Filed
<u>60/212,749</u>	<u>June 20, 2000</u>
_____	_____

I hereby appoint the following persons of the firm of **WOODCOCK WASHBURN KURTZ MACKIEWICZ & NORRIS LLP**, One Liberty Place - 46th Floor, Philadelphia, Pennsylvania 19103 as attorney(s) and/or agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

<u>Michael D. Stein</u>	Reg. No. <u>34,734</u>
<u>George J. Awad</u>	Reg. No. <u>46,528</u>

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Address all telephone calls and correspondence to:

George J. Awad
WOODCOCK WASHBURN KURTZ
MACKIEWICZ & NORRIS LLP
One Liberty Place - 46th Floor
Philadelphia PA 19103
Telephone No.: **(215) 568-3100**
Facsimile No.: **(215) 568-3439**

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Name: Shawn D. Cartwright	
Mailing Address: 149B North 3rd Street Philadelphia, PA 19106	Signature _____ Date of Signature: _____
City/State of Actual Residence: Philadelphia, PA 19106	Citizenship: _____ United States